

We Have to Change to Stay the Same

Good evening and welcome.

Thank you for joining us here tonight.

The beginning of the year is always the time, across governments, when we share how we did last year, and share what is in store for this year.

To do that, I've chosen a quote used by impressionist artist Willem de Kooning. **You have to change to stay the same.** It's a simple saying, and for me it defines an approach to how we, here in Springfield, embrace change.

In Springfield we often talk about our **desire to maintain our hometown feel.**

It is still very important that we are **a friendly, inviting community that is welcoming** to the new residents and businesses that want to call Springfield home.

Yet, **how do we maintain our hometown feel** as we grow, as our population becomes **more and more diverse**, and as technology and the **world changes and changes us?**

We do it with the **same straight forward, common sense, can do, get things done approach** that our citizens appreciate and support.

So tonight, **I want to highlight** how we have changed this past year while maintaining our hometown identity, and how we will continue to do the same this year.

First, some recognitions and thank yous:

- To the Council
- To our community Partners

Springfield School District
SUB
Willamalane
Lane County
LTD
City of Eugene
Springfield Chamber of Commerce
State and federal partners

- City Staff

For showing up with professionalism and a work ethic second to none

For continually **putting our citizens** first in all the work you do

And, for **embracing the “we can figure this out” can do spirit** that is responsive and respectful to everyone

AND – Last, a special thank you to

This year’s Spirit of Springfield Award winner, EDIT

Let’s first talk about citywide transportation changes:

- In 2018, **Springfield voters**, recognized the need to preserve our streets
- **Voters passed a \$10 million-dollar bond measure** for street repairs
- **Contracts** should be awarded as early as this month
- **Thank you**, voters for your support
- In 2018, our **Bike/Pedestrian Committee and staff** recognized that **our demographics are changing** and people want more transportation choices
- Through their work, Springfield earned our **Bike Friendly City recognition**
- The city became a **Bicycle Friendly Business at city hall**
- **Bicycle wayfinding signs** were installed along many of our paths

- **2019 will add new initiatives** to our bike and pedestrian workplan, like:
- **Improved lighting** in key areas
- Exploring bringing a **bike share station** to downtown Springfield
- In the next 1-3 years launching a **Springfield Open Streets event**
- **Improving connectivity**, lighting and infrastructure for bicyclists and pedestrians

We are maintaining our hometown feel by adding to our list of old and new programs and events:

- In 2018, **Spring Clean Up** turned 30 years old
- The Springfield Cruise
- UpStream Art
- National Night Out
- Public Works Week
- Springfield Night at the Em's
- Veterans events
- Summer Reading Program
- Trick or Treat at City Hall
- Earth Day
- Library Book Mark contest

I want to recognize the outreach that our city staff does to grow and preserve our hometown feel:

- **The Committee for Diversity and Inclusion** last year held a bake sale to benefit Downtown Languages
- City staff has a long-standing tradition in the **Spirit of Giving Campaign** providing gifts and meals to Springfield families over the holidays.

- **Citylink**, a new program, will create a **team of community liaisons** from underrepresented/minority community members to better connect their neighbors with local government officials and services
- **Fire and Life Safety** launched a new **PulsePoint app** that
Alerts users to cardiac arrests within a quarter mile of their location
People can help save a life and assist fellow community members until paramedics arrive
- **We are launching a new website**
This is a **giant step forward** this year
It is the first significant **overhaul in 9 years**
It will **roll out** next week
It will be **much more** user friendly
- **New department heads**
New city manager is going to join the city later this year
We will find a new manager who will **help us change to stay the same**
New **Finance director** – Nate Bell
New **Development and Public Works director**

MID AND EAST SPRINGFIELD

- **Hyland Construction** added much needed industrial business space
- The **Swanson's Group mill** continues to add state of the art equipment and 21st century mill jobs
- **Umpqua Dairy** is expanding into Springfield with a nearly \$2 million-dollar investment
- The **Main Street Safety Project** is focusing on solutions from 20th street through 72nd Street to reduce injuries/save lives.
- The City hosted its first-ever **online open house** to help inform citizens of Main Street improvements

- **Thurston Hills Natural Area**, thanks to Willamalane, expands our beautiful urban recreation area
- And **opens possibilities for outdoor education**
- And even **urban mountain biking** competitions

DOWNTOWN

- **Our Library was awarded grant funding** for a third year to provide library cards to all Springfield public school students and their families who live outside the City limits
- This year, the library was awarded the “**For Every Student, A Library**” **award from the Library Services Technology Act Advisory Council** for the library card program
- **Looking at our current library**
- We need to **change our library** to meet the needs of the future and still provide for our traditional library services
- Our library has been **located at city hall for 35 years**
- The current **library space does not begin to address the needs** of a **21st century technology savvy population**
- Over the next few months we will be **talking with the community** and conducting a survey to assess community support for a new library
- **Springfield Museum** once again became part of city government
- The **new museum director and committee** are on a great path to revitalizing and updating the museum, bringing it back to a prominent place in our downtown
- The museum is **truly an example of changing to stay the same**

And Downtown saw private investment that has renewed our city core in a way that reflects the downtown of our past

- **Storefronts have filled in**
- More than **20 new restaurants and venues** opened in Downtown in 2018
- **Art installations** have become **part of Springfield's hometown feel**, many are downtown
- Our more recent murals the **Ken Kesey** and **Official Simpsons** murals reflect our history and pop culture identity
- And a **new round of public art** will launch in 2019
- **Upcoming projects** will include:
 - Decorative **crosswalks** in Downtown
 - A new **entryway sign**
 - A **Welcome to Downtown** Springfield Mural
 - A **Timber Heritage** sculpture
 - And a **Steve Prefontaine** Memorial Statue
- **Also**, I want to recognize a downtown business for the
SMALL BUSINESS AWARD
- I want to **recognize a business** that has contributed to the success of downtown
EDIT
- And **we are proud** they are here in Downtown Springfield

MOHAWK NEIGHBORHOOD

- Mohawk is one of **Springfield's oldest neighborhoods**
- The **anchor to the Mohawk area** is McKenzie Willamette Medical Center
- **McKenzie Willamette Medical Center opened in 1956**
- It was started by community members who wanted a hospital in Springfield –
WHY?

- Springfield was **cut off from Sacred Heart** when the Willamette River flooded
- **But we didn't let flooding stop us**, we just built our own hospital
- And just last Friday, McKenzie Willamette Medical Center **cut the ribbon to celebrate the newly expanded emergency ward**
- The new ER increases from **17 rooms to 38 private exam and trauma rooms**
- Thank you to McKenzie Willamette Medical Center for continuing to be such a **valuable source for healthcare and increasing our healthcare options**

GATEWAY NEIGHBORHOOD

- **Once on the rural edge** of the city, in the 1980s Gateway became a focus for business activity along the 1-5 corridor
- Today Gateway continues to grow as a **retail and employment center**
- **Many of us can still remember** Gateway as an employment hub of our youth – we picked beans on farms by the McKenzie River
- I'm happy to say that **Gateway is still an employment center**
- **With that in mind**
- We are proud to welcome the **home furnishings online retailer Wayfair**, to our community
- This **globally recognizable company** will bring over 600 jobs to Springfield
- It will **locate within the new Pacific Source Headquarter** building
- **Other companies** are anticipated on the campus in the very near future who will be joining Wayfair, PacificSource, Symantec, and Trillium
- **As part of this change**, I want to recognize PacificSource Health Plans with this year's

LARGE BUSINESS AWARD

- EDIT

- **Hotels, retail and dining options** continue to grow in the Gateway area
 - We look forward to **exciting new projects** including
 - Continued **hotel expansions** and developments
 - An ever-growing **array of food venues and shopping**
 - And **eventually a regional Conference Center** offering even more opportunities to community members and visitors alike
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- Still today, **one of the most significant businesses to locate in Gateway** is Peacehealth at Riverbend
 - Peacehealth at Riverbend just **celebrated their 10-year anniversary**
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- And, Peacehealth continues to impact our regional healthcare presence with the **new Heartfelt House coming in May 2019**
 - **Built by Peacehealth and operated by the Ronald McDonald House Charities.**
 - It will be home to as many as **10 children and their families** each night
 - It will include **guest rooms, outdoor play areas, and family-friendly community spaces**
 - Thank you Peacehealth for your **continued commitment to the health and well-being** of Springfield and our region

GLENWOOD NEIGHBORHOOD:

- In 2018, work on the **first phase of the New Franklin Boulevard** project finished, several months ahead of schedule
- The project was **awarded** an Oregon Chapter of the American Public Works Association **Project of the Year Award**
- The Springfield Economic Development Agency authorized the purchase of a **7-acre, riverfront parcel in Glenwood**

VIDEO

- **Franz Family** completed a \$20 million-dollar bakery expansion that will create 45 additional full-time jobs for our community
- **Alko Investments** owned by Al and Tina Patel, completed a second hotel the **Fairfield Inn**
- **The County** is looking into relocating the Glenwood Transfer station
- **Thank you to Lane County** for advancing this project

- And an **indoor track** is planned for Glenwood
- The indoor track will **complement our track and field heritage**
- And be **a legacy** for future generations
- **Steve Prefontaine** lived in Glenwood
- We will be able to **tie outdoor track and field** at Hayward to Springfield and Glenwood
- This much needed **west coast indoor track** will be an economic driver for Glenwood and the region
- It will **put Springfield on the map nationally and internationally** for track and field
- And, it will provide **much needed additional health and sports** opportunities for everyone

Looking again at the city as a whole:

LIVABILITY IS A HALLMARK OF SPRINGFIELD

- We have always been an **affordable community**
- Yet **housing** has become increasingly **unaffordable**
- We are looking **at new strategies and new types of housing** that are affordable
- In **2018 we waived system development charges for Accessory Dwelling Units** to help increase the housing supply

- We worked with our partners to expand the **overnight parking program**
 - The Council allocated **additional funding** to the program
 - That will **help open up more church and industrial sites** for those that need a spot for temporary housing.
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- The first **Egan Warming Center** was located in Springfield
 - Unfortunately, this year the **established center was deemed unsafe**
 - We needed a new location, **fast**
 - City staff worked with Springfield Public Schools staff
 - And **staff from the Egan Warming Center** to create a warming site at the vacant school district admin building
 - Today on freezing nights it houses up to **70 community members**
 - **Pulling together this site** is an example of our can-do spirit
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- We are working with **St. Vincent DePaul** to find property and **develop a new mobile home park**
 - Mobile home parks have for years have been **a standard of very affordable housing**
 - Yet **new parks** have not been built
 - With the help of **Representative John Lively** new legislation will help make new parks a much easier, affordable reality
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- What is **another key** to affordable housing?
 - **Good paying jobs**
 - Jobs based on a **skilled workforce**
 - How are we working to address **our skilled workforce needs?**
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- Through our **#WorkReady partnership** with the Springfield Chamber of Commerce and Springfield School District
 - **WorkReady focuses** on introducing our students to avenues of meaningful career development

- **Through this collaboration** we're able to offer Middle School Career Day, Career Exploration, and Career Connect programs
- These programs are **aimed at improving graduation rates** as we create a well-trained skilled workforce
- This is a **model effort that the state Chamber of Commerce** is looking to replicate.
- So tonight, I want to recognize the Springfield Chamber of Commerce with the

MAYOR'S SPECIAL RECOGNITION AWARD

EDIT

LOOKING BACK AND MOVING FORWARD:

- What makes **Springfield distinctive?**
- Our **rich heritage** is built particularly on our timber industry
- **Forests surround us** as they do many of the towns and cities in Oregon
- This rich resource has been the **foundation of Springfield**
- **When I grew up** it was the logging companies and mills that employed so many
- Today **our city has grown and diversified**
- We are **proud of** our food and beverage businesses
- Our healthcare centers
- Our growing tech companies
- And the many other businesses that support our community
- Yet, still today **we are home to many prominent timber-based companies**
- We have been working over the past few years **to look at our timber heritage**

- **And to see the possibilities** to use our timber resources in new, innovative, 21st century ways
- **We are changing to stay the same**
- New wood products like Cross Laminated Timber, CLT, have **put Springfield on the map**
- This new product, that is renewable and climate friendly is **only the beginning of what is possible using wood**
- **Imagine what we can accomplish** partnering with the University of Oregon, Oregon State University, The TallWood Design Institute
- And our **state and national partners**
- Springfield is **recognized as a leader** in wood products
- **Hamlin Middle School** gives our students the opportunity to see wood as a building material and imagine the possibilities
- **Our engineered wood parking structure** will not only be a place to park
- **But a place to research and define new and dynamic ways** to use the same wood resource that has sustained Springfield for over 100 years
- The indoor track **will pay homage to our track history and highlight a new role** for our timber future
- We have every opportunity to continue to be at the forefront.
- **Our timber history is our future.**

CONCLUSION

- Our possibilities **are unlimited**
- **Our can-do spirit** lets us imagine how we can change
- **Our pragmatic, common sense approach** allows us to stay grounded and get things done
- The **future is exciting** for Springfield

- We are all part of **who we have been and who we will be**
- **We will change** and in changing we will still be the same great city we call home.
- **Thank you**